

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. – 10. (Cancelled)

11. (Currently amended) A method of presenting images of personalized merchandise in an electronic commerce transaction comprising:

providing an image of an article of merchandise offered for sale by a merchant in an electronic commerce transaction;

providing an online consumer with a mechanism for interactively creating personalizing content in real-time using a content creation application program provided by a merchant's server system;

projecting the personalizing content onto the image of the article of merchandise to produce a composite image representing the article of merchandise as personalized by the personalizing content; and

providing the composite image for display by a client device of the consumer to facilitate the electronic commerce transaction with the merchant.

12. (Original) The method of claim 11 further comprising accepting an order by the merchant from the consumer to purchase the article of merchandise as personalized by the composite image.

13. (Original) The method of claim 12 further comprising fulfilling, by the merchant, an order for purchase of the article of merchandise by the consumer, the article of merchandise corresponding to the image of the article of merchandise as personalized with the composite image.

14. (Currently amended) An article comprising:
a machine accessible storage medium storing instructions, which when executed cause a system to present personalized merchandise in an electronic commerce transaction by providing an image of an article of merchandise offered for sale by a merchant in an electronic commerce transaction, providing an online consumer with a mechanism for interactively creating personalizing content in real-time using a content creation application program provided by a merchant's server system, projecting the personalizing content onto the image of the article of merchandise to produce a composite image representing the article of merchandise as personalized by the personalizing content, and providing the composite image for display by a client device of the consumer to facilitate the electronic commerce transaction with the merchant.

15. (Original) The article of claim 14 further comprising instructions for accepting an order by the merchant from the consumer to purchase the article of merchandise as personalized by the composite image.

16. (Original) The article of claim 15 further comprising instructions for fulfilling an order by the merchant for purchase of the article of merchandise by the consumer, the article of merchandise corresponding to the image of the article of merchandise as personalized with the composite image.

17. (Previously presented) The method of claim 11, further comprising accepting an order by the merchant from the consumer to purchase the composite image.